

## **CLAIMS**

What is claimed is:

1. A method comprising:
  - obtaining a plurality of consumer preferences;
  - receiving a delivery schedule from a server listing a plurality of available products available from the server;
  - creating an ordered list of available products by evaluating the plurality of available products based on the consumer preferences; and
  - presenting the ordered list of available products to the consumer.
2. The method of claim 1 wherein the consumer preferences include a plurality of implicit preferences and a plurality of explicit preferences.
3. The method of claim 1 wherein the plurality of products listed in the delivery schedule comprise at least one of movies, computer games, music videos, audio files, raw data, computer programs, previews, television programs and news programs.
4. The method of claim 1 further comprising:
  - receiving a consumer selection of one of the available products from the ordered list; and
  - storing one of the available products responsive to receiving the consumer selection.
5. The method of claim 1 wherein the delivery schedule includes a set of product description data for each of the products in the delivery schedule.
6. The method of claim 5 wherein creating comprises:
  - determining a plurality of ratings vectors based on the consumer preferences;
  - deriving a plurality of predictive vectors based on the ratings vectors;
  - and

ordering the products in the delivery schedule based on how closely the product description data of each of the products corresponds to the predictive vectors.

7. The method of claim 6 wherein deriving the plurality of predictive vectors comprises:

evaluating a reference magnitude, a preference magnitude and a standard deviation for each of a plurality of key/value pairs included in the ratings vectors.

8. The method of claim 7 wherein deriving the plurality of predictive vectors further comprises:

sorting each of the ratings vectors based on a relevance of each of the ratings vectors.

9. The method of claim 8 wherein:

the relevance of each of the ratings vectors is based on the reference magnitude of the ratings vectors.

10. The method of claim 9 wherein:

the sorting is further based on a believability of each of the ratings vectors; and

the believability of each of the ratings vectors is based on the standard deviation for each of the ratings vectors.

11. The method of claim 6 wherein the ordering is based on a competence level and a predicted preference level of each of the products in the delivery schedule derived by comparing the product description data of each product with each of the predictive vectors.

12. The method of claim 11 wherein:

the predicted preference level is based on a reference magnitude of all matching predictive vectors; and

the competence level is based on a standard deviation of all matching predictive vectors.

13. A method comprising:
  - obtaining a plurality of consumer preferences;
  - storing a plurality of products obtained from a server based on the consumer preferences as a plurality of stored products;
  - creating an ordered list of stored products by evaluating the stored products based on the consumer preferences; and
  - presenting the ordered list of stored products to the consumer.
14. The method of claim 13 wherein the consumer preferences include a plurality of implicit preferences.
15. The method of claim 14 wherein the consumer preferences further include a plurality of explicit preferences.
16. The method of claim 13 wherein the plurality of stored products comprise at least one of movies, computer games, music videos, audio files, raw data, computer programs, previews, television programs and news programs.
17. The method of claim 13 further comprising:
  - receiving a consumer selection of one of the stored products from the ordered list; and
  - presenting one of the stored products to the consumer responsive to receiving the consumer selection.
18. The method of claim 13 wherein each of the plurality of stored products includes product data and a corresponding set of product description data.
19. The method of claim 18 wherein creating comprises:
  - ordering the ordered list of stored products based on how closely the product description data of each of the stored products corresponds to the consumer preferences.
20. A method comprising:
  - obtaining a plurality of consumer preferences;

receiving a delivery schedule from a server listing a plurality of currently playing products;  
creating an ordered list of currently playing products by evaluating the currently playing products based on the consumer preferences; and  
presenting the ordered list of currently playing products to the consumer.

21. The method of claim 20 wherein the consumer preferences include a plurality of implicit preferences.
22. The method of claim 21 wherein the consumer preferences further include a plurality of explicit preferences.
23. The method of claim 20 further comprising:
  - receiving a consumer selection of one of the currently playing products from the ordered list; and
  - presenting one of the currently playing products to the consumer responsive to receiving the consumer selection.
24. The method of claim 20 wherein the delivery schedule is a program guide that includes a set of product description data for each of the currently playing products in the delivery schedule.
25. The method of claim 24 wherein creating comprises:
  - ordering the ordered list of currently playing products based on how closely the product description data of each of the currently playing products corresponds to the consumer preferences.
26. A system comprising:
  - a user input device to receive user input;
  - a television monitor;
  - a set-top box including a processor, a memory, a storage device, a communications interface, an output controller, and a user input controller each coupled to a bus, the set-top box coupled to the television monitor via the output controller, the user input device coupled to the set-top box via the user

input controller, and the set-top box coupled to a delivery center server via the communications interface; and

a software program included on the storage device which when executed enables the set-top box to perform operations comprising:

- obtaining a plurality of consumer preferences;
- receiving a delivery schedule from a server listing a plurality of available products available from the server;
- creating an ordered list of available products by evaluating the plurality of available products based on the consumer preferences; and
- presenting the ordered list of available products to the consumer via the television monitor.

27. The system of claim 26 wherein the consumer preferences include a plurality of implicit preferences and a plurality of explicit preferences.

28. The system of claim 26 wherein the software program enables the set-top box to perform further operations comprising:

- receiving a consumer selection of one of the available products from the ordered list via the user input device; and
- storing one of the available products on the storage device responsive to receiving the consumer selection.

29. The system of claim 26 wherein creating comprises:

- ordering the ordered list of available products based on how closely product description data associated with each of the available products corresponds to the consumer preferences.

30. A system comprising:

- a user input device to receive user input;
- a television monitor;
- a set-top box including a processor, a memory, a storage device, a communications interface, an output controller, and a user input controller each coupled to a bus, the set-top box coupled to the television monitor via the output controller, the user input device coupled to the set-top box via the user

input controller, and the set-top box coupled to a delivery center server via the communications interface; and

a software program included on the storage device which when executed enables the set-top box to perform operations comprising:

- obtaining a plurality of consumer preferences;
- storing a plurality of products obtained from a server based on the consumer preferences as a plurality of stored products;
- creating an ordered list of stored products by evaluating the stored products based on the consumer preferences; and
- presenting the ordered list of stored products to the consumer via the television monitor.

31. The system of claim 30 wherein the consumer preferences include a plurality of implicit preferences and a plurality of explicit preferences.

32. The system of claim 30 wherein the software program enables the set-top box to perform further operations comprising:

- receiving a consumer selection of one of the stored products from the ordered list via the user input device; and
- presenting one of the stored products to the consumer via the television monitor responsive to receiving the consumer selection.

33. The system of claim 30 wherein creating comprises:

- ordering the ordered list of stored products based on how closely product description data associated with each of the stored products corresponds to the consumer preferences.

34. A system comprising:

- a user input device to receive user input;
- a television monitor;
- a set-top box including a processor, a memory, a storage device, a communications interface, an output controller, and a user input controller coupled to a bus, the set-top box coupled to the television monitor via the output controller, the user input device coupled to the set-top box via the user

input controller, and the set-top box coupled to a delivery center server via the communications interface; and

a software program included on the storage device which when executed enables the set-top box to perform operations comprising:

- obtaining a plurality of consumer preferences;
- receiving a program guide from a server listing a plurality of currently playing products;
- creating an ordered list of currently playing products by evaluating the currently playing products based on the consumer preferences; and
- presenting the ordered list of currently playing products to the consumer via the television monitor.

35. The system of claim 34 wherein the consumer preferences include a plurality of implicit preferences and a plurality of explicit preferences.

36. The system of claim 34 wherein the software program enables the set-top box to perform further operations comprising:

- receiving a consumer selection of one of the currently playing products from the ordered list via the user input device; and
- presenting one of the currently playing products to the consumer via the television monitor responsive to receiving the consumer selection.

37. The system of claim 34 wherein creating comprises:

- ordering the ordered list of currently playing products based on how closely product description data associated with each of the currently playing products corresponds to the consumer preferences.

38. A machine readable medium including instructions stored thereon which when executed by a processor cause the processor to perform operations comprising:

- obtaining a plurality of consumer preferences;
- receiving a delivery schedule from a server listing a plurality of available products available from the server;

creating an ordered list of available products by evaluating the plurality of available products based on the consumer preferences; and  
presenting the ordered list of available products to the consumer.

39. The machine readable medium of claim 38 wherein the consumer preferences include a plurality of implicit preferences and a plurality of explicit preferences.
40. The machine readable medium of claim 38 having further instructions stored thereon which cause the processor to perform further operations comprising:  
receiving a consumer selection of one of the available products from the ordered list; and  
storing one of the available products responsive to receiving the consumer selection.
41. The machine readable medium of claim 38 wherein creating comprises:  
ordering the ordered list of available products based on how closely product description data associated with each of the available products corresponds to the consumer preferences.
42. A machine readable medium including instructions stored thereon which when executed by a processor cause the processor to perform operations comprising:  
obtaining a plurality of consumer preferences;  
storing a plurality of products obtained from a server based on the consumer preferences as a plurality of stored products;  
creating an ordered list of stored products by evaluating the stored products based on the consumer preferences; and  
presenting the ordered list of stored products to the consumer.
43. The machine readable medium of claim 42 wherein the consumer preferences include a plurality of implicit preferences and a plurality of explicit preferences.
44. The machine readable medium of claim 42 having further instructions stored thereon which cause the processor to perform further operations comprising:  
receiving a consumer selection of one of the stored products from the ordered list; and



presenting one of the stored products responsive to receiving the consumer selection.

45. The machine readable medium of claim 42 wherein creating comprises:  
ordering the ordered list of stored products based on how closely product description data associated with each of the stored products corresponds to the consumer preferences.
46. A machine readable medium including instructions stored thereon which when executed by a processor cause the processor to perform operations comprising:  
obtaining a plurality of consumer preferences;  
receiving a delivery schedule from a server listing a plurality of currently playing products;  
creating an ordered list of currently playing products by evaluating the currently playing products based on the consumer preferences; and  
presenting the ordered list of currently playing products to the consumer.
47. The machine readable medium of claim 46 wherein the consumer preferences include a plurality of implicit preferences and a plurality of explicit preferences.
48. The machine readable medium of claim 46 having further instructions stored thereon which cause the processor to perform further operations comprising:  
receiving a consumer selection of one of the currently playing products from the ordered list; and  
presenting one of the currently playing products responsive to receiving the consumer selection.
49. The machine readable medium of claim 46 wherein creating comprises:  
ordering the ordered list of currently playing products based on how closely product description data associated with each of the currently playing products corresponds to the consumer preferences.